



## ➤ SCRIPPS INVESTMENT HIGHLIGHTS

AFTER SEVERAL YEARS OF TRANSFORMATION AND VALUE CREATION, SCRIPPS IS A FULL-SCALE TV ENTERPRISE AND POWERFUL ECONOMIC ENGINE

- Capturing the greatest value in Local Media from political advertising and retransmission revenue
- Capitalizing on the resilient national advertising marketplace and our owned-and-operated distribution to grow revenue and expand margins in the Scripps Networks division
- Helping set the course for the future of broadcast television as one of the largest holders of spectrum in the U.S.
- Strengthening our balance sheet through continued de-leveraging

## ➤ SCRIPPS IS CAPITALIZING ON THE GROWING CTV MARKETPLACE AS IT EXTENDS ITS LEADERSHIP IN FREE, AD-SUPPORTED TV



	Live Q4	LIVE	N/A	Live Q4	Live Q4	Live Q4	Live Q4
YouTubeTV	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
Samsung TV Plus	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
Vizio WatchFree+	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
Roku Channel	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
Xumo	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
Tubi	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
FuboTV	Live in Sept.	Live in Sept.	Live in Sept.	Live in Sept.	Live in Sept.	Live in Sept.	Live in Sept.
TCL	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
FreeVee	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE	LIVE
Amazon News	LIVE	LIVE	N/A	N/A	N/A	N/A	N/A

- Connected TV refers to any television delivered through the Internet.
  - Apps on smart TVs such as Netflix, Pluto and YouTube TV
  - Apps or services that come with your TV, such as Samsung TV Plus and Vizio Watch Free
  - Hardware devices such as Roku; and gaming consoles such as Xbox that deliver programming

## ➤ Q2 EARNINGS CALL HIGHLIGHTS

- Scripps benefitted from strong political advertising revenues in the Local Media division. Higher retransmission revenues also contributed to its 10% total revenue growth, and core advertising was down just slightly, despite the macroeconomic climate.



- The Scripps Networks division revenue performed better than the national cable and broadcast networks marketplace, and the division delivered a 31% segment profit margin, despite a challenging national advertising climate.
- The Networks division increased connected TV revenue by 35% in Q2 and continues its aggressive expansion onto CTV platforms (see left column).

- Free cash flow for the full year is now targeted at about \$400 million.



## ➤ SCRIPPS HAS BALANCED SHORT-TERM EXCELLENCE WITH LONGER-TERM GROWTH, BENEFITTING SHAREHOLDERS



“As the dominant player in the growing over-the-air marketplace (we draw more than a quarter of U.S. TV viewers), we are working to aggressively accelerate consumer adoption of over the air beyond its natural growth rate.”

— Adam Symson, Scripps President & CEO  
August 5, 2022

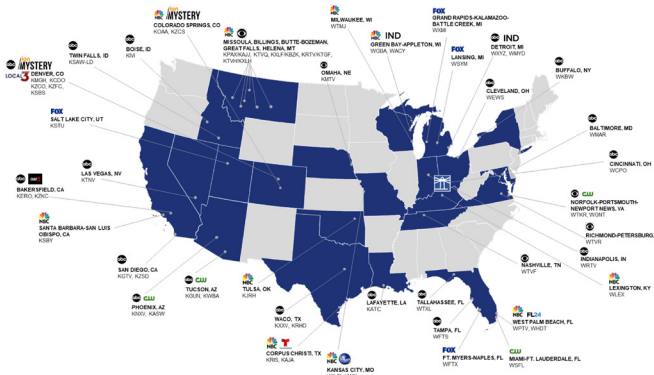
The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery, Laff and TrueReal. Scripps is one of the nation's largest holders of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”





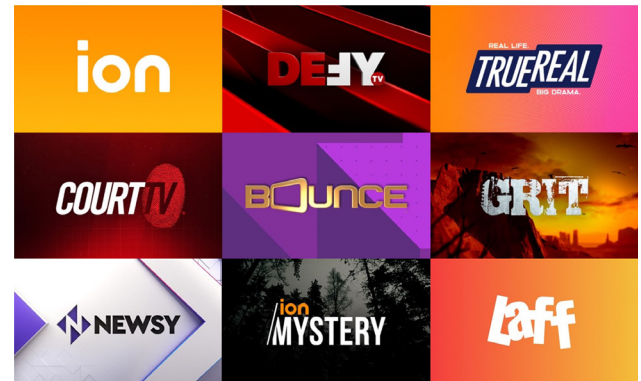
## ➤ SCRIPPS IS NOW ONE OF THE NATION'S LARGEST LOCAL AND NATIONAL TV NEWS AND ENTERTAINMENT COMPANIES

### LOCAL MEDIA DIVISION



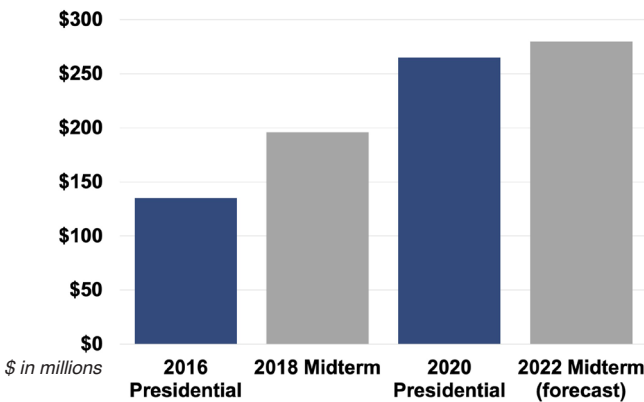
Scripps' Local Broadcast Group is comprised of 61 stations from coast to coast, including 42 Big Four network affiliates and 10 duopolies. Revenue in 2021 was \$1.3 billion.

### SCRIPPS NETWORKS DIVISION

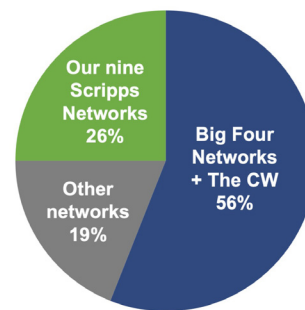


The Scripps Networks group is comprised of nine news and entertainment networks that each reach nearly all U.S. TV households over the air and will be distributed on all the major connected TV platforms by later this year. Adjusted-combined revenue in 2021 was \$959 million.

## ➤ SCRIPPS IS PROJECTING RECORD MIDTERM POLITICAL REVENUE



## ➤ BECAUSE WE ARE LEADERS IN OVER-THE-AIR NETWORKS, SCRIPPS ALSO PLANS TO ACCELERATE GROWTH OF OTA VIEWING



Share of national network viewing within the OTA universe: Primetime, total viewers 2021  
Source: Nielsen

## ➤ FINANCIAL RESULTS BY DIVISION

Local Media (in millions)	2022		2021			
	Q1	Q2	Q1	Q2	Q3	Q4
Core	\$157.3	\$157.7	\$152.1	\$161.0	\$167.3	\$183.5
Political	5.8	24.0	1.3	3.2	7.1	11.1
Retransmission and carriage fees	159.6	171.1	155.7	156.4	153.5	151.8
Other	4.4	3.0	3.5	4.3	3.5	4.4
<b>Segment operating revenue</b>	<b>326.7</b>	<b>355.8</b>	<b>312.6</b>	<b>324.8</b>	<b>331.3</b>	<b>350.7</b>
<b>Segment costs &amp; expenses</b>	<b>272.3</b>	<b>275.1</b>	<b>256.6</b>	<b>260.2</b>	<b>265.9</b>	<b>268.6</b>
<b>Segment profit</b>	<b>54.4</b>	<b>80.7</b>	<b>55.9</b>	<b>64.6</b>	<b>65.4</b>	<b>82.2</b>

Scripps Networks* (in millions)	2022		2021			
	Q1	Q2	Q1	Q2	Q3	Q4
<b>Segment operating revenues</b>	<b>\$239.1</b>	<b>\$238.9</b>	<b>\$220.4</b>	<b>\$238.7</b>	<b>\$226.6</b>	<b>\$272.9</b>
<b>Segment costs &amp; expenses</b>	<b>154.0</b>	<b>165.6</b>	<b>125.2</b>	<b>131.4</b>	<b>143.2</b>	<b>166.5</b>
<b>Segment profit</b>	<b>85.1</b>	<b>73.3</b>	<b>95.2</b>	<b>107.3</b>	<b>83.3</b>	<b>106.4</b>

\*This table is based on adjusted combined historical results that do not necessarily reflect what the historical results would have been and are not necessarily indicative of future results. We provided non-GAAP supplemental information for certain revenues and expenses for prior-year periods on an adjusted combined basis in order to illustrate what Scripps Networks would have been had the ION acquisition been effective at the beginning of 2021. Refer to the Supplemental Information section of our most recent press release tables for details of the assumptions contained in them.